

Hatchaton

ministry incubators

*North Carolina/Florida Annual Conference, with Ministry Incubators, LLC.
WNCC Headquarters, 13924 Professional Center Drive, Suite 200, Huntersville, NC, 28078
September 22-24, 2022*

Ponder this?

Are you nursing an entrepreneurial idea for ministry, but don't know how to get it started (much less fund it)? Is your church ready to move a social enterprise idea down the field that funds other aspects of ministry? Could you use the wisdom of others to test-drive an idea for missional entrepreneurship?

What's a Hatchaton?

A Hatchathon is a collaborative incubator experience, where creative people get coaching and colleagues around mission and social enterprise. We will run you through a intensive "hatch" process designed to turn ideas that feel "wild 'n' woolly" into actionable, sustainable ministries. In the world of computer programming, hackathons are marathon sessions where playful collaborators explore new programming ideas and work through an intensive process of concept development. ("Hack" in this case does not refer to a computer crime!) This process has been widely adapted for business and social entrepreneurs. Ministry Incubators, LLC has reimaged this process for early-stage missional thinkers (youth ministers, ministry leaders, congregations, faith-based nonprofit leaders, etc.) who are still "hatching" ideas that blend mission and social enterprise. If that's you, please join us.

What do you do at a Hatchaton?

We will immerse you in a collaborative process that helps you clarify your missional focus, ministry goals and activities, budget, and financial model as you start translating your idea for ministry into action. You will also create an initial "pitch deck" to communicate your concept to stakeholders and funders.

About the Presenters



Kenda Creasy Dean is an ordained United Methodist pastor and the Mary D. Synnott Professor of Youth, Church and Culture at Princeton Theological Seminary, where she works closely with the Institute for Youth Ministry and the Farminary. In 2013 she founded Ministry Incubators with fellow youth pastor and serial entrepreneur Mark DeVries to support congregations and communities in faith-based social innovation.

Kenda is the author of numerous books, including *Innovating for Love: Joining God's Expedition through Christian Social Innovation*, and *Almost Christian: What the Faith of Our Teenagers Is Telling the American Church* (full list below). She hails from a long line of Ohio farmers and Kentucky coal miners and is a P.K.—a politician's kid. At 15 she attended a church missions camp on Lake Erie that pretty much changed everything.

A Buckeye by birth, Kenda graduated from Miami University (Ohio), Wesley Theological Seminary (Washington, DC), and Princeton Theological Seminary (New Jersey). She served as a pastor and campus minister in Arlington, VA and College Park, MD before earning her doctorate in 1997. She and her husband Kevin love digging their toes in the sand on the Jersey shore and hanging out with their hilarious grown kids.

Books –

- *Innovating for Love: Joining God's Expedition through Christian Social Innovation* (Market Square Publishing, 2022).
- *Delighted: What Teenagers Are Teaching the Church about Joy*, with Wesley Ellis, Justin Forbes, and Abigail Rusert (Eerdmans, 2020).
- *Consensus and Conflict: Practical Theology for Congregations in the Thinking of Richard R. Osmer*, with Blair Bertrand, Amanda Hontz Drury and Andrew Root (Wipf and Stock, 2019)
- *How Youth Ministry Can Change Theological Education—If We Let It*, with Christy Lang Hearlson (Eerdmans, 2016).
- *The Theological Turn in Youth Ministry*, with Andrew Root (InterVarsity, 2011).
- *Almost Christian: What the Faith of Our Teenagers Is Telling the American Church* (Oxford, 2010).
- *OMG: A Youth Ministry Handbook*, editor/author (Abingdon, 2010).
- *Youth, Religion and Globalization, New Research in Practical Theology*, eds. Richard R. Osmer and Kenda Creasy Dean (LIT Verlag GmbH Co., 2007).
- *Practicing Passion: Youth and the Quest for a Passionate Church* (Eerdmans, 2004).
- *Starting Right: Thinking Theologically About Youth Ministry*, eds. Kenda Creasy Dean, Chap Clark, and Dave Rahn. (Zondervan/Youth Specialties Academic, 2001).
- *The Godbearing Life: The Art of Soul-Tending for Youth Ministry*, with Ron Foster (Upper Room, 1998; 2d edition, 2010).
- *Covenants on Campus*, with Kim Hauenstein-Mallet (Discipleship Resources, 1990).



Mark DeVries brings to Ministry Incubators a career of entrepreneurial ministry and coaching. A serial entrepreneur, Mark has founded numerous sustainable ministry enterprises, most notably Ministry Architects. This team of over 50 consultants has worked with over 1,000 ministries around the country, bringing together centuries of expertise in youth ministry, children's ministry, young adult ministry, small church ministry, executive coaching, and strategic initiatives for entire churches.

Cost

For churches within the Western North Carolina and Florida Conferences, the cost is **\$75 per person** or bring your team of up to **3 people for \$200**; up to **4 people for \$250**; up to **5 people for \$300**, or up to **6 people for \$350**. To register, go to

<https://wnc-reg.brtaapp.com/WNCCHatchAthon2022>.



Hotel Accommodations

SpringHill Suites is located in the same business park as the Conference office. We receive a negotiated rate of \$109 per night. Use this [link](#) to make your reservation.

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(TENTATIVE HATCHATHON SCHEDULE)

WESTERN NORTH CAROLINA/FLORIDA ANNUAL CONFERENCE, WITH MINISTRY INCUBATORS, LLC
WNCC HEADQUARTERS, HUNTERSVILLE NC
SEPTEMBER 22-24, 2022

Day One (Thursday, September 22)

- 11:00 **Check-in and register**
- 12:00 **LUNCH**
- Orientation: Searching for Issachar
 - Pitch Your Passion
- 1:45-2:45 **Understanding the Problem (Ripple Effect)**
- 2:45-3:25 **The Wagon Wheel**
- 3:25-3:45 **BREAK**
- 3:45-4:30 **Starting with Who: Love Made Me an Inventor (Social Innovation Cards)**
- 4:30-5:15 **Empathy 101**
- 5:15 **God-sightings**
TONIGHT'S ASSIGNMENT: *choose your idea*

Day Two (Friday, September 23):

- 8:45 **Devotions**
- 9:00-9:15 **Introduce Timeline**
- 9:15-10:15 **Theological Vision and Mission and Values, Oh My** (3 sentence pitches)
- 10:15-10:30 **BREAK**
- 10:30-11:30 **Offerings**
- 11:30-11:45 **Inner Uh-Ohs and Even-Ifs**
- 11:45-12:00 **Timeline break**
- 12:00-1:00 **LUNCH – Play *Blow Up Your Idea***
- 1:00-2:30 **Creating Value**
- 2:30-2:45 **BREAK**
- 2:45-3:30 **Budget: expenses and revenue streams (*pro forma*)**
- 3:30-4:00 **Marketing and story**
- 4:00-4:15 **Timeline break**
- 4:15-5:00 **Designing the Details: 3 systems**
- 5:00-5:15 **Timeline moment**
- 5:15-5:45 **Celebrations: Thanksgivings, Wild Applause, and Photo-Ops**
Tonight’s Assignment: Prepare Your Pitch

Day Three (Saturday, September 24):

8:45-9:00 **Devotions**

9:00-10:00 **Pitch practice** (with your team)

10:00-10:30 **Pitch practice** (peer coaching)

10:30-10:45 **BREAK** (continental breakfast)

10:45-11:45 **Spark Tank, Group 1** (6 pitches)

3-4 minutes – pitch

3-4 minutes – questions from judges

2-3 minutes – feedback from audience on tags, hang tags

11:45-12:00 **BREAK**

12:00-1:00 **Spark Tank, Group 2** (6 pitches)

1:00-1:30 **Closing**